

## **Analysis of Pilgrims' Satisfaction with Umrah Registration Services at PT. Dream Tour & Travel, West Sumatra Branch**

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### **Abstract**

Service is an invisible service activity that can only be felt by someone. Good service will evoke various assumptions and even perceptions, which will trigger perceived satisfaction. Switching to services, there is no doubt when discussing Hajj and Umrah travel companies. Currently, numerous enthusiasts are eager to perform these services, and companies are competing to provide excellent service to each prospective pilgrim. This study aims to analyze the effect of registration services, which are only seen from two sides, namely (Tangible) physical evidence and (reliability) employee reliability, on the level of registration satisfaction. The method used in this research is field research with a quantitative approach. The study used samples from 47 individuals out of a total congregation of 90 people. The result obtained proves that there is a significant effect on Umrah registration by 84,4% on the physical evidence dimensional and 95% on the reliability dimension, because the congregation's satisfaction score is in the range of 80-100, which means that the congregation can be said to be satisfied with the service provided by employees to the congregation. These findings convince prospective pilgrims in choosing Hajj and Umrah travel companies for the sake of convenience during the Hajj or Umrah pilgrimage.

**Keywords:** Pilgrims' Satisfaction; Umrah Registration Services; Service Quality; Umrah Travel Agency

### **Abstrak**

Pelayanan adalah aktivitas pelayanan tak terlihat yang hanya dapat dirasakan oleh seseorang. Pelayanan yang baik akan membangkitkan berbagai asumsi dan bahkan persepsi, yang akan memicu kepuasan yang dirasakan. Beralih ke pelayanan, tidak diragukan lagi ketika membahas perusahaan perjalanan Haji dan Umrah. Saat ini, banyak sekali penggemar yang ingin menggunakan jasa ini, dan perusahaan-perusahaan berlomba-lomba untuk memberikan pelayanan terbaik kepada setiap calon jamaah. Penelitian ini bertujuan untuk menganalisis pengaruh pelayanan pendaftaran, yang hanya dilihat dari dua sisi, yaitu (bukti fisik) dan (keandalan) keandalan karyawan, terhadap tingkat kepuasan pendaftaran. Metode yang digunakan dalam penelitian ini adalah penelitian lapangan dengan pendekatan kuantitatif. Penelitian ini menggunakan sampel dari 47 individu dari total 90 jamaah. Hasil yang diperoleh membuktikan bahwa terdapat pengaruh signifikan terhadap pendaftaran Umrah sebesar 84,4% pada dimensi bukti fisik dan 95% pada dimensi keandalan, karena skor kepuasan jamaah berada pada kisaran 80-100, yang berarti jamaah dapat dikatakan puas dengan pelayanan yang diberikan oleh karyawan kepada jamaah. Temuan ini meyakinkan calon jamaah haji dan umrah untuk memilih perusahaan perjalanan haji dan umrah demi kenyamanan selama ibadah haji atau umrah.

**Kata Kunci:** Kepuasan Jamaah; Pelayanan Pendaftaran Umrah; Kualitas Pelayanan; Travel Umrah

## Introduction

Indonesia is a country with the largest Muslim most in the world matter This is proven by many enthusiasts and congregants who depart every year. According to the results data, in 2018-2019, the Ministry of Religion of the Republic of Indonesia reported that the number of Hajj pilgrims who departed reached 2,486,406, an increase from the 2,371,515 pilgrims in the previous year. Therefore, it can be estimated that the number of Hajj pilgrims will continue to increase every year (Candra & Oktafia, 2021). Thus, it cannot be denied that many travel companies have been established, apart from being a field of worship, also serving as a field of business in a way that adheres to Sharia.

Fulfill worship, Hajj or Umrah, is a content harmonious Islam which fifth, where in a way Hajj language or Umrah means visit or pilgrimage, whereas in a way term means visiting the holy house (Kaaba) by carrying out a series of worship to get closer to Allah SWT with carry out every harmonious and the conditions. Matter this is appropriate with the word Allah Almighty in Al-Qur'an letter Al-Hajj paragraph 27, which means " And call out to humans for do Hajj, surely they will come to you with walk foot, or riding every lean camel, they came from every distant corner. The verse explains that Allah invites every person to carry out worship, Hajj, or Umrah.

Regardless of one's origin, they are called to perform worship, such as Hajj or Umrah, in a group setting. This is established through travel for Hajj and Umrah. Implementing Hajj or Umrah is a national task that involves multiple parties, managing substantial funds from the community, and is carried out within a specified time period, requiring close cooperation and coordination to facilitate the implementation of worship services (Hasibuan & Rahmi, 2023). For instance, which known system organization in Indonesia experiences fluctuating dynamics from time to time, considering the need for changes. This is often caused by regulatory legislation that benefits both domestic and foreign interests, in the interest of continuity and convenience for the congregation (Saleh, 2008).

The high level of competition in the service industry has led companies to implement services as a milestone for success. A company can be said to succeed if it is capable of serving the congregation well, in both quantity and Quality, and without any difference in status to anyone. Such treatment gives rise to public assumptions that the company is worthy of being sent to the congregation. This creates a sense of confidence among the congregation. What is the impact on fame?

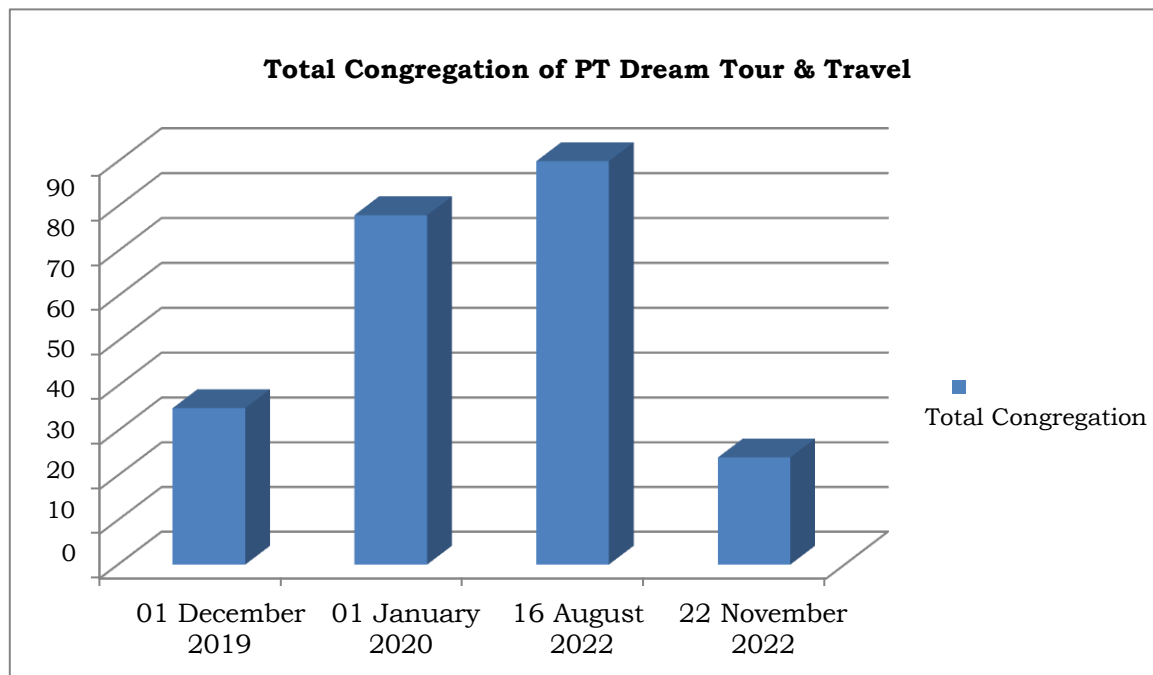
Name a good company. For them, building the congregation's trust is the primary goal, alongside inviting them to goodness and blessings. Therefore, travel companies compete to implement excellent service programs in accordance with applicable operational standards.

In a way, theoretical service is a series of activities performed in a routine and sustainable manner to fulfill the needs of every person (Nugroho & Nurani, 2023); moreover, it is also implemented during the worship of Hajj and Umrah. This is outlined in Constitution number 8, year 2019, which states that the organization of Hajj and Umrah provides guidance, services, and protection to the best of its ability for every person who becomes a candidate for Hajj and Umrah.

Providing service that will make a good impression on the candidate congregation, which can lead to high loyalty. If the service provided meets the customer's expectations, it can be perceived as good; conversely, if the service fails to generate customer satisfaction, it is perceived as bad. According to Moenir, service is an activity carried out by an individual or group with effective systems and procedures to fulfill the customer's interests.

According to Tjiptono & Chandra (2005), this is the right person. According to the theory proposed by Albrecht and Zemke, a company's important service program can enhance its image, which is beneficial in the long run. Service quality can be viewed from two perspectives: the service triangle and total quality service (Nugroho & Nurani, 2023). Both approaches emphasize the importance of delivering high-quality service and utilizing effective human resources in providing services. Additionally, the two approaches discussed share a common material, making it easier for beginners to start a business (Fatimah, 2024).

Empirical data suggest that satisfaction with the congregation is largely influenced by the services provided. This can be proven by the number of congregants, which has increased over the past three years. However, the number changed in 2022, when the congregation was very small.



Source: Archives PT. Dream Tour & Travel

**Picture 1.** Amount of congregation PT. Dream Tour & Travel

Based on the diagram, it can be seen that the number of congregations increased significantly from 2019 to 2022, reaching two distinct groups. However, in 2022, the congregation decreased drastically, from originally 90 people to only 24. In such a situation, the business company runs the program to restore the condition to normal.

Company travel for Hajj and Umrah is a misguided move for a company that operates in the service sector, one of whose primary tasks is to build customer trust, thereby fostering high loyalty. However, this step was halted due to the outbreak that affected the world, namely COVID-19.

Where all activities are suspended, especially overseas visits, all access is closed. This makes the owner company concerned and confused (Safitri, 2022; Lesfandra, Sakti, Rostini, & Putranto, 2025). Many companies have closed their travel services, and those that opened new businesses have also struggled to survive. As a result, the outbreak has led to a significant decline in the number of businesses still operating. Due to the outbreak, sites everywhere were shut down for two years, which meant that travel to Umrah was not permitted. 2022 is marking a breakthrough in new overseas journeys, especially in Saudi Arabia, which has reopened. This is good news for company owners. Which had time stopped? Hose time two years. PT Dream Tour & Travel is one company that considers how the method can increase trust and provide satisfaction, so it changes its strategy to start with massive marketing and actively gathers famous ustadz to invite the public to visit the holy land. This research

demonstrates that the Umrah registration service has a dual influence, both tangible (in terms of physicality) and reliable (in terms of reliability), on the level of pilgrims' satisfaction, as seen through PT. Dream Tour & Travel offers exceptional service tailored to the specific needs of pilgrims. This study aims to determine the level of satisfaction among pilgrims with the services provided by employees, enabling the company to optimize its services for future business development (Riandy, Erida, & Nifita, 2021).

Several previous studies have discussed the satisfaction of pilgrims with registration services. Proven with results, which varied from each of its dimensions. Revealed to research by Taufik Muas (2018), the level of satisfaction, in a way, overall, the service attributes can be seen from the performance carried out, being in the very satisfied range then Also, in another study by Anisah Nurwiyati (2020), the congregation with to service Umrah is categorized as very Good Because in accordance with what the congregation expects.

Based on the description phenomenon, this is important for learning character in each congregation because of the satisfaction that arises from the service given. The more good service is accepted, the more loyalty the congregation will develop, and, of course, this will improve the company's quality and image.

## **Literature Review**

Satisfaction analysis is an interesting area of research in the travel sector, specifically in the Hajj and Umrah services. There is no direct impact of satisfaction on loyalty; however, it does have a positive impact on the company's image. To make things easier, understanding the meaning of this research requires following several explanations related to the discussion.

Service. In the Great Dictionary of the Indonesian Language, service is defined as the effort to meet the needs of others. Essentially, service is a series of activities that include process service, which is ongoing in a routine and sustainable manner, fulfilling the needs of someone. In a way, general service has become two parts: service from an Islamic and a conventional perspective. From an Islamic perspective, good service must fulfill standards which set based on Al-Qur'an and hadith. Islam explains in detail the details of each service that will be provided to the consumer. For instance, service concepts that are implemented in Islam are very thorough. There is no difference in fulfilling desires. In contrast to the service principles applied in conventional services, this difference has a significant impact on congregational satisfaction. For conventional services, the services provided must be based on

standard operational procedures, as outlined in the Power Man source, and system services. However, these differences are not used as a benchmark, but rather as a complement to provide service to consumers (Satriawan, Mursalin, & Makmur, 2024; Zulkifli, Arif, & Hamzah, 2022).

Congregation satisfaction. Satisfaction is a feeling that arises in a person when buying goods or a service satisfaction There is satisfaction when buying goods or a service in accordance with what is expected. According to experts, the only way to ensure customer satisfaction is to feel like you have achieved something with a product or service, rather than being disappointed with the results. This occurs when a customer buys goods or services that exceed their expectations, more than what they hoped for (Jesslyn & Zabrina, 2012).

## **Research Methods**

Based on the discussion the author has raised, this research is a descriptive study with a quantitative approach. In a literal sense, a descriptive study is a type of study intended to make an illustration or description (depict) a situation or event. In a way, Language study is a descriptive accumulation of data with methods that describe without requiring calculations (Suryabrata, 2016). The approach used is a quantitative approach, which means serving results based on the figures obtained. These figures were then translated into clear and accurate Indonesian, making them easily understandable. Quantitative data were collected using a questionnaire administered to respondents (Mardalis, 2014). The data were then analyzed using statistical approaches to test the hypotheses that were determined, namely whether they were rejected or accepted (Werang, 2015). In this study, the author aims to determine the extent to which the Umrah registration service influences the congregation's satisfaction, thereby increasing the congregation's size, as previously, whether due to COVID-19 or a marketing strategy employed (Candrianto, 2021). Consequently, the size of the congregation for congregants in 2022 was relatively small. The study's source data consist of two types: primary data and secondary data. Data were primarily obtained by distributing questionnaires to PT. Dream Tour & Travel congregations were used as a primary source, while secondary data was obtained from books, journals, and interview results, among other sources, to strengthen the discussion (Sarwono, 2018).

Technique: Taking a sample in the study. This uses technical quota sampling. Quota sampling is a form of proportionate stratified random sampling. Where an initial proportion is determined in advance as the sample to group, which different

based on convenience, not random. The study included 47 participants out of a total of 90 people from the congregation. Formula Slovin with 10% leniency.

$$n = \frac{N}{1+N(e)}$$

Description: n = Sample size, N = Population size, and e = Error rate (leniency).

Following the estimate formula, which is used

$$n = \frac{90}{1+90(0.1)^2}$$

$$n = \frac{90}{1.9}$$

$$n = 47.36$$

$$n = 47 \text{ people}$$

**Table 1.** Definition Operational Variables

<b>Draft</b>	<b>Variables</b>	<b>Definition Operational</b>	<b>Indicator</b>
Service	<i>Tangible</i> (evidence) physique)	The effort that is made to give the best to the congregation started from quality and communication.	Service which can seen as a way to direct facilities and the activity employee company.
	<i>Reliability</i> (Reliability)	Effort increases quality of service, namely the company must pay attention to several things matter among them he service procedure.	unit capabilities service in creating promised service.

To measure service variables, which consist of two dimensions, two indicators can be used. On tangible dimensions (physical proof), that is, the service, which can be seen directly in the facilities available at the company. Then, for the Reliability dimension, which is the unit's ability to provide service as promised.

## Result and Discussion

A phenomenon that service improves satisfaction among congregations is prevalent in discussions about company service. Which Good will improve the company's popularity? Of course, discussing satisfaction is an interesting topic to discuss at PT. Dream Tour & Travel. Before the pandemic, COVID-19 stopped all activity at Dream Tour's congregation. However, after the process, activity returned to normal, with only 22 people registered. This is interesting to review more closely to understand what caused this condition (Ningsi, Isnaini, & Hartini, 2025; Ningsih, Hasibuan, & Cahyani, 2024).

## Service Registration Umrah

Service registration for Umrah encompasses two key aspects: service administration and passport management (Qurtubi, 2019). The second service

becomes the primary process in Umrah registration, which includes administration alone, covering the completion of the form and submission of the necessary documents required by the company for Umrah registration, as well as management of the passport process for those who do not yet own a passport (Diniyah & Amirudin, 2021).

### Characteristics of Respondents

Based on the characteristics respondents studied, this analysis only considers one side type: sex, age, education, and work, as shown in Table 2.

**Table 2.** Characteristics Respondents

Category	Amount	Percentage
<b>Type sex</b>		
Man	16	34%
Woman	31	66%
Amount	47	100%
<b>Age</b>		
0-20 Years old	3	6.4%
21-50 Years old	23	48.9%
51-80 Years old	21	44.7%
Amount	47	100%
<b>Level Education</b>		
No School	5	10.6%
Elementary School	9	19.1%
Junior High School	9	19.1%
Senior High School	12	25.5%
College Tall	12	25.5%
Amount	47	100%
<b>Work</b>		
No Work	7	14.9%
Mother House Ladder	18	38.3%
Farmer	2	4.3%
Trader	11	23.4%
Teacher	6	12.8%
Nurse	3	6.4%
Amount	47	100%

Source: Exercise data primary with SPSS 2022

Based on Table 2, it is evident that the congregation is predominantly female, comprising 31 women and 16 men. Then, at this level, the age group is dominated by the 21-50 years old range, with a total of 23 people, or 48.9%. Furthermore, for level education, a known congregation can register at PT. Dream Tour & Travel originates from a background in Senior High School and college, with a team of 12 people or equivalent, comprising 25.5%. This ensures that they can provide guidance on choosing travel options for the sake of comfort, whether for worship or other types of work. Many of the pilgrims who register at PT. Dream Tour & Travel has a background



of homemakers, which is a matter of fact. This happens because more than half of the congregation is PT. Women dominate the dream, so I'm not sure if the type of work is even, which Lots is Mother House Ladder, namely 18 people, or equivalent to 38.3%.

### Analysis Descriptive Dimensions Tangible (Proof Physique)

Descriptive analysis was conducted to determine the level of satisfaction with congregation question items for each dimension. This analysis aimed to provide a picture of satisfaction based on the percentage of each item. Based on these items, it will be easier to assess the level of congregation satisfaction resulting from physical evidence and employee reliability in providing services. The method used is to describe it thoroughly and link it with variables that have been determined for more to be clear will be served as follows:

**Table 3.** Analysis Descriptive Tangible (Proof Physique)

Item	Statement	Answer Statement					Amount %
		SS	S	KS	TS	STS	
A1	PT. Dream Tour & Travel's office facilities are clean Adequate	53.2%	44.7%	2.1%	0%	0%	100%
A2	asik places man	55.3%	42.6%	2.1%	0%	0%	100%
A3	Officer's appearance PT. Dream Tour & Travel is very neat	57.4%	42.6%	2.1%	0%	0%	100%
A4	Comfortable Office Layout	53.2%	36.2%	6.4%	0%	4.3%	100%
A5	Tools help in serving the congregation Umrah is sufficient	59.6%	31.9%	6.4%	2.1%	0%	100%

Source: Primary processed data

Based on the table above, it can be known that Dream Tour office facilities are clean in the category very satisfied as high as 53.2%, then to be continued with agree 44.7%, and not enough agree 2.15, not agree only 0.0% naturally, this becomes a number which fantastic, where almost the entire congregation agrees that office dream clean. Next items include rituals, which already have a sufficient amount of 55.3% for the 'very agree' category, 42.6% for the 'agree' category, 2.1% for the 'not

enough agree' category, and 0.0% for the 'no agree' category. Item three, which is the appearance officer, is very neat. Obtained 57.4% strongly agree, 42.6% agree, and 2.1% disagree. The fourth item, 'comfortable office layout,' was endorsed by 53.2% as 'strongly agree,' 36.2% as 'agree,' 6.4% as 'not enough agree,' and 4.3% as 'very disagree.' Which final is an item that helps in service? Already adequate, obtained 59.6% very agree, 31.9% agree, 6.4% disagree, 2.1% strongly disagree. From the five tangible dimension items, it can be concluded that the mark is highest in the analysis descriptive category for every grain's question obtained by tool assistance in serving Umrah pilgrims, with a percentage of strongly agreeing at 59.6%, followed by the appearance of PT. Dream Tour & Travel officers are very neat, with a percentage of 57.4%. Furthermore, they implement rituals, which are already adequate, with a percentage of 55.3%, and comfortably arrange the office, achieving a percentage as high as 53.2%.

### Analysis Descriptive Variables Reliability (Reliability)

A reliability analysis was conducted to determine the extent to which congregation satisfaction with the reliability of employees in providing services was achieved. To better understand the discussion, the following table provides a summary of descriptive reliability.

**Table 4.** Descriptive Analysis Reliability (Reliability)

Item	Statement	Answer Statement					Amount %
		SS	S	KS	TS	STS	
A6	The officer provides registration form	57.4%	38.3%	2.1%	2.1%	0%	100%
A7	easy to understand umrah Officers are able to deliver services	61.7%	34.0%	2.1%	2.1%	0%	100%
A8	easy-to-understand services The officer communicates in clear and easy understood	55.3%	38.3%	4.3%	0%	2.1%	100%
A9	The existence of a convenience moment the congregation registers	61.7%	36.2%	2.1%	0%	0%	100%

A10	The officers can be relied upon to handle customer service issues	66%	27%	2.1%	2.1%	2.1%	100%
A11	Officers can provide service in accordance with the time which determined	72.3%	25.5%	0%	2.1%	0%	100%

Source: Primary processed data

Based on Table 4, it can be seen that the first item is that the officer provides a registration form. Umrah, which is easily understood, obtained 57.4% 'very agree', 38.3% 'agree', 2.1% 'I don't agree', and 2.1% 'no agree'. For the items, the second officer was able to convey services that were easy to understand, with 61.7% strongly agreeing, 34.0% agreeing, 2.1% disagreeing, and 2.1% strongly disagreeing. Next, the third officer communicates with clarity and ease, obtaining 55.3% 'very agree', 38.3% 'agree', 4.3% 'not enough agree', and 2.1% 'very disagree'. Item four: the existence of convenience moment congregation do registration obtained results 61.7% very agree, 36.2% agree, 2.1% disagree. Then the fifth item is that officers can be relied upon to handle service problems. The customer obtained the following results: 66% very agree, 27% agree, 2.1% not enough agree, 2.1% disagree, and 2.1% strongly disagree. The last one is that officers can provide services according to the time, which is determined by the obtained results: 72.3% very agree, 25.5% agree, and 2.1% disagree. The remainder were less agreeable and strongly disagreed, resulting in a percentage of 0%. Therefore, it can be concluded that Officer Dream already gives what is needed by customers or the congregation.

### **Analysis Satisfaction Congregation**

On the discussion service, certain satisfaction will arise, which is measured by whether or not the company provides service to the customer. The taller the satisfaction score, the bigger the name of the company that is concerned. In the research discussion, this satisfaction is seen from two dimensions: service is only on tangible (physical evidence) and reliability (reliability) through collection data with a questionnaire, which was distributed to the congregation, the author can find out how satisfied the congregation is with the services provided by the company (Basri & Abdillah, 2025). Satisfaction congregation related to the service given by the employee or officer in operation is not quite enough, he answered (Fitrisari, Atmaja, & Abdurrahman, 2024). If the customer fulfills all their wishes and the service meets their expectations, then the service is perceived as good. However, if the customer's needs and desires are not met, then the service is categorized as bad, and the company must consider how to restore trust with the customer. Customer

satisfaction is viewed from five dimensions, but this study focuses on only two dimensions, which, according to the writer, have a significant influence on congregation satisfaction (Wandasari & Hariani, 2025; Saimona, Ulfah, Nugroho, Alhasbi, & Faraba, 2024). The following is an explanation related to the analysis of congregation satisfaction:

1. Tangible (Proof Physique)

Tangible is a related variable, referring to the physical evidence provided by officers to PT. Dream Tour's congregation & Travel. Tangible proof of physique, which is given by the officer to the congregation, PT. Dream Tour & Travel. Physical evidence is evident in the company's provision of facilities that meet the congregation's desires. From Table 3, which has been discussed previously, it can be seen that the congregation is most satisfied with items related to serving the Umrah congregation. This can be inferred from the percentage of responses, where almost all the congregation members say that the tool helps in serving the congregation is sufficient.

2. Reliability (Reliability)

Reliability or dependability is a category that officers strive to achieve in their service provision to the congregation, on dimensions such as those discussed in Table 4. It is known that satisfaction is highest when employees can fulfill their needs in a congregation according to the specified time, so that with this, the company's image will be increasingly enhanced.

3. Analysis Findings

Congregation satisfaction is generally influenced by the services provided, as well as service standards, which are divided into five key areas: tangibles, reliability, responsiveness, assurance, and empathy. If these five items have been implemented well, then you will be a satisfied congregation, even if that's all tall. Study this lift title analysis of satisfaction congregation in service registration for Umrah in PT. Dream Tour & Travel, which is seen from two sides: Tangible and Reliable. Based on the results of the questionnaire distributed, it was found that the congregation's satisfaction with tangible items reached 59.6% and items reliability by 72.3%.

The results of this study strengthen previous research by Acilla Fitri Anissa, Anisah Nurwiyati, and Diana, which indicates that the study's findings fall into a very satisfied category in terms of congregation satisfaction with the service. The average satisfaction index obtained is in the range of 81–100, which means that Umrah services on PT are already very good, and the information indicates that the

congregation is highly satisfied. Results from the study are in harmony with Albrecht's theory and Zemke, which states that the quality of service is seen as a two-dimensional approach, forming a triangle service, a form of strategy derived from Powerman. In relation to this research, the services provided are viewed from two perspectives, namely the dimensions of tangibles and reliability.

Based on the overall results of the analysis, it can be concluded that analyzing satisfaction with registration services has a positive effect. In addition, it can also provide an overview of the extent to which the congregation's satisfaction is formed when the service provided is in accordance with expectations, thus making it easier to evaluation or even control when deviations occur will happen. This will make it easier to know how to continue providing service to the congregation until a sense of loyalty is formed. As which known that good service which Good will create satisfaction to which maximum, on the contrary service which bad service will give birth to disappointment customers, thereby damaging the company.

## **Conclusion**

This study concludes that Umrah registration services at PT. Dream Tour & Travel, West Sumatra Branch, have a positive contribution to pilgrims' satisfaction, particularly when viewed from the tangible and reliability dimensions of service quality. The findings indicate that the tangible dimension shows a satisfaction level of 59.6%, with the availability of service-supporting facilities being the most appreciated aspect by pilgrims. Meanwhile, the reliability dimension demonstrates a higher satisfaction level of 72.3%, especially related to employees' ability to deliver services according to the predetermined schedule.

These results confirm that the consistency of service delivery and the adequacy of physical facilities play a crucial role in shaping pilgrims' satisfaction with Umrah registration services. In practical terms, maintaining service timeliness and improving the quality of physical support facilities are essential strategies for strengthening customer trust and enhancing the company's image.

Nevertheless, this study is limited to two service quality dimensions and was conducted within a single travel agency context. Future research is therefore recommended to include additional dimensions such as responsiveness, assurance, and empathy, as well as broader samples and comparative studies across different Umrah travel agencies, to obtain more comprehensive insights into pilgrims' satisfaction.

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